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Director

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**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

28 January 7, 2020

CELIA ZAVALA  
EXECUTIVE OFFICER

**BOARD OF SUPERVISORS**

**Hilda L. Solis**  
First District

**Mark Ridley-Thomas**  
Second District

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Third District

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Fourth District

**Kathryn Barger**  
Fifth District

January 7, 2020

The Honorable Board of Supervisors  
County of Los Angeles  
383 Kenneth Hahn Hall of Administration  
500 West Temple Street  
Los Angeles, California 90012

Dear Supervisors:

**APPROVAL TO EXECUTE MEMORANDUM OF UNDERSTANDING WITH THE  
LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST –  
PROPOSITION 10 COMMISSION TO SUPPORT WHOLE PERSON CARE AND  
CALIFORNIA PERINATAL EQUITY INITIATIVE ACTIVITIES  
(ALL SUPERVISORIAL DISTRICTS)  
(3 VOTES)**

**SUBJECT**

Request approval to execute a Memorandum of Understanding between the Department of Public Health and the Los Angeles County Children and Families First – Proposition 10 Commission to support Whole Person Care and California Perinatal Equity Initiative activities.

**IT IS RECOMMENDED THAT THE BOARD:**

1. Approve and instruct the Director of the Department of Public Health (DPH), or designee, to execute a Memorandum of Understanding (MOU), substantially similar to Exhibit I, with the Los Angeles County Children and Families First – Proposition 10 (First 5 LA) for the development and implementation of standardized communication efforts to support the Whole Person Care (WPC) Doula Project and California Perinatal Equity Initiative (PEI), effective upon date of execution through June 30, 2021, in the total amount of \$350,000, 100 percent offset by State and federal funds, Catalog of Federal Domestic Assistance (CFDA) Number 93.778, passed through the State.

2. Delegate authority to the Director of DPH, or designee, to execute amendments to the MOU that extend the term through June 30, 2023 and/or provide an increase or decrease in funding at amounts to be determined by the funders; and reflect other necessary modifications, subject to review and approval by County Counsel.

### **PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

Approval of Recommendation 1 will allow DPH to execute an MOU with First 5 LA to utilize and expand current communication strategies for the African American Infant and Maternal Mortality (AAIMM) Prevention Initiative that support PEI and the WPC Doula Project.

On December 18, 2018, your Board authorized DPH to accept a grant from the California Department of Public Health (CDPH) to support the development and implementation of a PEI project. In partnership with First 5 LA, DPH is developing a PEI project to reduce disparities in infant mortality in Los Angeles County (LA County) through the implementation of an AAIMM Initiative. The AAIMM Initiative is a joint project of DPH and First 5 LA and will include countywide and regional community engagement, provider training, research, public awareness, and multiple clinical and community interventions. DPH's CDPH PEI application was inclusive of First 5 LA's commitment, staff time, and in-kind resources to PEI.

In addition to PEI, DPH is seeking to implement and sustain perinatal doula services in identified LA County areas with high African American infant and maternal mortality in partnership with the Department of Health Services (DHS), First 5 LA, and community stakeholders and with funding support from the California Department of Health Care Services (CDHCS) WPC Program. The Doula Project aims to improve birth outcomes for African American women and infants and will include free doula services for eligible families, public awareness, and doula trainings.

DPH supported First 5 LA's application and pursuit for Pritzker Fellowship funds explicitly for the Fellow to coordinate AAIMM communication efforts and endorsed their grant as a partner in the AAIMM Initiative. To date, First 5 LA has led the development and implementation of communication strategies for the AAIMM Initiative and related efforts that contribute to black infant and maternal health, such as public awareness on the benefits of home visitation. Communication strategies include core message development, website establishment to communicate efforts, and an initial round of radio commercials and social media channels. Messaging was developed using feedback from African American focus groups conducted by First 5 LA and input from community stakeholders. In addition, First 5 LA has partnered with DPH to engage stakeholders countywide around AAIMM and worked with DPH and community leadership to plan and implement AAIMM initiative activities, inclusive of PEI and Doula Project activities.

To effectively leverage these efforts, and with acknowledgement of the importance and power of consistent messaging that reaches as many people as possible, ongoing communication efforts for PEI and the Doula Project will build upon this work. This will enable DPH to move forward expeditiously with furthering awareness-building and calls to action. Further, DPH can realize cost savings and efficiencies by expanding media buying and creative content development currently underway through existing, but limited, funding at First 5 LA to reach more individuals.

Under the recommended MOU, First 5 LA will utilize and expand current communication strategies of developing and implementing communications efforts to promote awareness of African American infant and maternal mortality, the value of doula support in positive birth outcomes for both black women and their babies, and the expanded doula services being made available through DPH in concert with WPC. Communications activities include focus groups, advertising, creation of digital and print collateral, and community events designed to engage the local African American community around awareness of the value of doulas. Content will be developed in consultation with the AAImm Initiative Steering Committee, as well as Service Planning Area-level Community Action Teams, where appropriate, to develop and refine core messaging, calls to action, and an approach to ensure advertisements are culturally relevant and respectful of cultural norms within the African American community.

Approval of Recommendation 2 will allow DPH to execute amendments to this MOU that extend the term and/or increase or decrease funding and reflect other necessary modifications.

### **Implementation of Strategic Plan Goals**

The recommended actions support Strategy I.1, Increase Our Focus on Prevention Initiatives and Strategy II.2, Support the Wellness of Our Communities, of the County's Strategic Plan.

### **FISCAL IMPACT/FINANCING**

The total cost for this MOU for the term effective upon execution through June 30, 2021 is \$350,000, consisting of \$100,000 from CDPH's Grant Award Number 18-10535, and \$250,000 from the United States Department of Human Services Medical Assistance Program, CFDA Number 93.778 passed through to CDHCS to DHS.

Funding has been included in DPH's fiscal year (FY) 2019-20 Adopted Budget and will be included in future FYs as necessary.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

Exhibit I has been reviewed and approved by County Counsel as to form.

**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

Approval of the recommended actions will allow DPH to further the partnership with First 5 LA on the AAIMM Initiative and develop and implement standardized communication efforts to support PEI and the WPC Doula Project.

Respectfully submitted,



Muntu Davis, M.D., M.P.H.  
County Health Officer

MD:jl  
#04966

Enclosure

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors

MOU NO. \_\_\_\_\_



**MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH**

**AND**

**LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10  
COMMISSION**

**TO SUPPORT WHOLE PERSON CARE AND CALIFORNIA PERINATAL EQUITY  
INITIATIVE ACTIVITIES**

**MEMORANDUM OF UNDERSTANDING**  
**BETWEEN COUNTY OF LOS ANGELES DEPARTMENT OF PUBLIC HEALTH**  
**AND**  
**LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10**  
**COMMISSION**  
**TO SUPPORT WHOLE PERSON CARE AND CALIFORNIA PERINATAL EQUITY**  
**INITIATIVE ACTIVITIES**

This Memorandum of Understanding ("MOU") is made and entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2020, by and between County of Los Angeles Department of Public Health ("DPH") and Los Angeles County Children and Families First – Proposition 10 Commission ("First 5 LA").

**I. PURPOSE AND BACKGROUND**

**A. Purpose**

This MOU is to define the roles and responsibilities of DPH and First 5 LA for the development and implementation of standardized communication efforts to support the Whole Person Care (WPC) Doula Project and California Perinatal Equity Initiative (CPEI). Under this MOU, First 5 LA will develop and implement communications efforts to promote awareness of African American infant and maternal mortality and the value of doula support in positive birth outcomes for Black women and their babies.

**B. Background**

In partnership with First 5 LA and with funding support from the California Department of Public Health (CDPH), DPH is developing the Perinatal Equity Initiative (PEI) to reduce disparities in infant mortality in Los Angeles County (LA County) through the implementation of an African American Infant and Maternal Mortality (AAIMM) Prevention Initiative. The Initiative will include countywide and regional community engagement, provider training, research, public awareness, and multiple clinical and community interventions.

In addition to PEI, DPH is seeking to implement and sustain perinatal doula services in identified LA County areas with high African American infant and maternal mortality in partnership with County of Los Angeles Department of Health Services, First 5 LA, and community stakeholders and with funding support from the California Department of Health Care Services (CDHCS) WPC Program. The Doula Project

aims to improve birth outcomes for African American women and infants and will include free doula services for eligible families, public awareness and doula trainings.

To date, First 5 LA has led the development and implementation of communication strategies for the AAImm Initiative and related efforts that contribute to black infant and maternal health, such as public awareness on the benefits of home visitation. Communication strategies include core message development, website establishment to communicate efforts, and an initial round of radio commercials and social media channels. Messaging was developed using feedback from African American focus groups conducted by First 5 LA and input from community stakeholders. In addition, First 5 LA has partnered with DPH to engage stakeholders countywide around AAImm and is a co-leader with DPH and other community stakeholders in the planning and implementation of AAImm initiative activities, inclusive of PEI and the Doula Project activities.

## **II. TERM OF MOU**

This MOU shall be effective upon execution and shall continue through June 30, 2021, unless terminated by either party, in accordance with Section III. TERMINATION OF MOU.

## **III. TERMINATION OF MOU**

This MOU may be terminated for any reason by either party upon providing a 30 calendar day written advance notice to the other party. This MOU may be immediately terminated if funding for the program becomes unavailable.

## **IV. AMENDMENTS TO MOU**

This MOU may be modified or amended at any time by mutual written consent of both parties. Any changes to this MOU must be made as a formal amendment to this MOU signed by the authorized representative of both parties.

## **V. INDEMNIFICATION**

To the fullest extent permitted by law, the parties shall defend, indemnify, and hold harmless each other from and against any liability, claim, damage, demand, suit, cause of action, proceeding, judgment, penalty, lien, loss, expense or cost of any kind, including reasonable fees of accountants, attorneys and other professionals, and all costs associated therewith (collectively, "claims"), whether actual, alleged or threatened, arising out of, pertaining to, or relating to the performance this MOU, and attributable to the fault of the other party. Following a determination of the percentage of fault or liability by agreement of the parties or a court of competent jurisdiction, the party responsible for liability to the other will indemnify the other party to this MOU for the percentage of liability determined.

## **VI. FIRST 5 LA RESPONSIBILITIES**

In accordance with Exhibit A – Scope of Work, attached hereto, First 5 LA shall, in the performance of this MOU:

- A. Conduct at least one focus group to understand current level of awareness of African American women related to doulas, as well as what messages most resonate with them as culturally relevant, respectful and prompting of action;
- B. Develop radio advertising targeting LA County African American women and their families for AAIMM initiative activities;
- C. Develop print advertising concerning AAIMM initiative activities in community newspapers targeted towards African American people in LA County;
- D. Develop outdoor advertising (e.g., billboards) concerning AAIMM initiative activities targeted towards African American people in LA County;
- E. Develop digital media advertising concerning AAIMM initiative activities (e.g., web banner ads, social media ads, creation of social media posts in the form of video, banner ads, blogs, etc.);
- F. Create digital and print collateral concerning AAIMM initiative activities;
- G. Implement two community events designed to engage the local African American community around awareness of the value of doulas;
- H. Compile annual report of communications activities, reach and impact; and
- I. Participate in monthly meetings with AAIMM Management Team.
- J. Designate a representative for the term of this MOU to serve as the contact for information related to program services. First 5 LA's representative is: Brandi Sims at [bsims@first5la.org](mailto:bsims@first5la.org).

## **VII. DPH RESPONSIBILITIES**

DPH shall, in the performance of this MOU:

- A. Review all messaging and collateral to ensure alignment with AAIMM initiative activities and coordinate media approvals with DPH Communications;
- B. Acknowledge First 5 LA's participation in the projects described in this MOU in any published material arising out of the projects and shall provide First 5 LA with a copy of the published material(s). Neither party shall use the other party's name, trademark(s), or service mark(s) without the other party's prior written consent, which consent shall not be unreasonably withheld; and



- C. Coordinate monthly meetings of the AAImm Management Team.
- D. Designate a representative for the term of this MOU to serve as the contact for information related to program services. DPH's representative is: Helen O'Connor at [hoconnor@ph.lacounty.gov](mailto:hoconnor@ph.lacounty.gov).

## **VIII. FUNDING**

The maximum funding authorized by DPH for services rendered by First 5 LA pursuant to this MOU to support WPC and CPEI activities shall not exceed three hundred fifty thousand dollars (\$350,000) as indicated in Exhibit B – Budget, attached hereto.

Funding is comprised of two hundred fifty thousand dollars (\$250,000) from WPC and one hundred thousand dollars (\$100,000) from CPEI. Funding for this MOU is provided by CDPH; federal funds, CFDA Number 93.778, passed through CDHCS; and other sources as they become available.

- A. First 5 LA shall submit invoices that comply with DPH guidelines. DPH shall pay First 5 LA all undisputed invoice amounts within thirty (30) calendar days of DPH's receipt of a submitted invoice.
- B. Invoices with supporting documentation should be submitted to:

Helen O'Connor, Health Program Analyst  
County of Los Angeles Department of Public Health  
Division of Maternal, Child and Adolescent Health  
600 South Commonwealth Avenue, Suite 800  
Los Angeles, CA 90005  
[hoconnor@ph.lacounty.gov](mailto:hoconnor@ph.lacounty.gov)

## **IX. NOTICES**

Notices to each party hereunder shall be in writing. Addresses and Parties to be notified may be changed by providing at least 10 working days prior written notice to the other Party.

- A. Notices to DPH shall be addressed as follows:

Helen O'Connor, Health Program Analyst  
County of Los Angeles Department of Public Health  
Division of Maternal, Child and Adolescent Health  
600 South Commonwealth Avenue, Suite 800  
Los Angeles, CA 90005  
[hoconnor@ph.lacounty.gov](mailto:hoconnor@ph.lacounty.gov)  
(213) 639-6442

A. Notices to First 5 LA shall be addressed as follows:

Brandi Sims  
Program Officer  
First 5 LA  
750 N. Alameda St., Suite 200  
Los Angeles, CA 90012  
bsims@first5la.org  
(213) 482-7837

**X. ENTIRE MOU**

This MOU shall constitute the final, complete and exclusive statement of the terms of the MOU between DPH and First 5 LA pertaining to the subject matter in this MOU.

IN WITNESS WHEREOF, the parties have executed this MOU on the date first written.

DEPARTMENT OF PUBLIC HEALTH

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Muntu Davis. M.D., M.P.H.  
County Health Officer

LOS ANGELES COUNTY CHILDREN AND FAMILIES  
FIRST – PROPOSITION 10 COMMISSION

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Kim Belshe  
Executive Director

MEMORANDUM OF UNDERSTANDING  
BETWEEN LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH  
AND LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10 COMMISSION  
AFRICAN AMERICAN INFANT AND MATERNAL MORTALITY (AAIMM) PREVENTION INITIATIVE

TERM: Date of Execution – June 30, 2021

**Project Description:** Strategic communications efforts to foster awareness about the disparity in African American infant and maternal mortality, and the interventions being improved, expanded or created to address them with Los Angeles County.

Activities	Subtasks/Deliverables	Timeline
1. Conduct at least one focus group to understand current level of awareness of African American women related to doulas, as well as what messages most resonate with them as culturally relevant, respectful and prompting of action.	<ul style="list-style-type: none"> <li>A. Develop focus group interview guide</li> <li>B. Recruit focus group participants</li> <li>C. Conduct focus group</li> <li>D. Focus group report</li> <li>E. Refined core message narrative</li> <li>F. Specific communications recommendations/ plan and timeline</li> </ul>	<ul style="list-style-type: none"> <li>A. January 2020</li> <li>B. January-February 2020</li> <li>C. February 2020</li> <li>D. February 2020</li> <li>E. March 2020</li> <li>F. March 2020</li> </ul>
2. Develop radio advertising targeting Los Angeles County African American women and their families.	<ul style="list-style-type: none"> <li>A. Media buy schedule</li> <li>B. Radio copy</li> <li>C. Radio Advertisements Run</li> </ul>	<ul style="list-style-type: none"> <li>A. March 2020</li> <li>B. April 2020</li> <li>C. April 2020</li> </ul>
3. Develop print advertising in community newspapers that reach African American people in Los Angeles County.	<p><u>FIRST RUN</u></p> <ul style="list-style-type: none"> <li>A. Print advertising schedule and plan</li> <li>B. Print advertising copy and visuals</li> <li>C. Actual print advertisements in select publications</li> <li>D. Print advertisement reach report</li> </ul> <p><u>SECOND RUN</u></p> <ul style="list-style-type: none"> <li>E. Print advertising schedule and plan</li> <li>F. Print advertising copy and visuals</li> <li>G. Actual print advertisements in select publications</li> <li>H. Print advertisement reach report</li> </ul>	<ul style="list-style-type: none"> <li>A. March 2020</li> <li>B. April 2020</li> <li>C. April 2020</li> <li>D. May 2020</li> <li>E. August 2020</li> <li>F. September 2020</li> <li>G. November 2020</li> <li>H. December 2020</li> </ul>

Activities	Subtasks/Deliverables	Timeline
<p>4. Develop outdoor advertising (billboard) that reach African American people in Los Angeles County.</p>	<p><u>FIRST RUN</u></p> <p>A. Outdoor advertising schedule and plan  B. Outdoor advertising copy and visuals  C. Actual outdoor advertisements  D. Outdoor advertisement reach report</p> <p><u>SECOND RUN</u></p> <p>E. Outdoor advertising schedule and plan  F. Outdoor advertising copy and visuals  G. Actual outdoor advertisements  H. Outdoor advertisement reach report</p> <p><u>THIRD RUN</u></p> <p>I. Outdoor advertising schedule and plan  J. Outdoor advertising copy and visuals  K. Actual outdoor advertisements  L. Outdoor advertisement reach report</p>	<p>A. April 2020  B. April 2020  C. May 2020  D. May 2020</p> <p>E. June 2020  F. July 2020  G. August 2020  H. September 2020</p> <p>I. August 2020  J. September 2020  K. October 2020  L. November 2020</p>
<p>5. Develop digital media advertising (web banner ads, social media ads, creation of social media posts in the form of video, banner ads, blogs, etc.)</p>	<p><u>FIRST RUN</u></p> <p>A. Digital media advertising schedule and plan  B. Digital media creative elements (visuals and copy)  C. Digital media reach report</p> <p><u>SECOND RUN</u></p> <p>D. Digital media advertising schedule and plan  E. Digital media creative elements (visuals and copy)  F. Digital media reach report</p> <p><u>THIRD RUN</u></p> <p>G. Digital media advertising schedule and plan  H. Digital media creative elements (visuals and copy)  I. Digital media reach report</p>	<p>A. February 2020  B. April 2020  C. April 2020</p> <p>D. June 2020  E. July 2020  F. August 2020</p> <p>G. August 2020  H. September 2020  I. October 2020</p>
<p>6. Create digital and print collateral.</p>	<p>A. Digital and print collateral creative brief  B. Digital and print collateral copy and visuals  C. Creation at least one printed piece and promotional item  D. Identify collateral refresh needs including other stakeholders  E. Update collateral</p>	<p>A. February 2020  B. April 2020  C. May 2020  D. June 2020</p> <p>E. July 2020</p>

Activities	Subtasks/Deliverables	Timeline
	F. Reproduce collateral G. Distribute collateral	F. August 2020 G. September 2020
7. Implement two community events designed to engage the local African American community around awareness of the value of doulas.	<u>EVENT 1</u> A. Identification of event theme and activation strategy B. Event materials and staff secured C. Event registration sheets and evaluations  <u>EVENT 2</u> D. Identification of event theme and activation strategy E. Event materials and staff secured F. Event registration sheets	A. April 2020 B. May 2020 C. June 2020  D. June 2020 E. August 2020 F. September 2020
8. Engage brand ambassadors to promote PEI-funded services, AAIMM awareness, and Doula Services	A. Develop brand ambassador description B. Engage brand ambassadors/organizations C. Train brand ambassadors D. Purchase t-shirts, other support E. Brand ambassadors schedule and staff community events and meetings: <ul style="list-style-type: none"> <li>• April 2020</li> <li>• May 2020</li> <li>• June 2020</li> <li>• July 2020</li> <li>• Aug 2020</li> <li>• Sept 2020</li> <li>• Oct 2020</li> <li>• Nov 2020</li> <li>• Dec 2020</li> </ul>	A. January 2020 B. February 2020 C. March 2020 D. April 2020 E. April 2020-December 2020
9. Compile annual report of communications activities, reach and impact.	Annual report of communications activities, reach and impact	November 2020
10. Participate in monthly meetings with AAIMM Management Team.	Meeting agendas and notes created and submitted monthly <ul style="list-style-type: none"> <li>• Jan 2020</li> <li>• Feb 2020</li> <li>• Mar 2020</li> <li>• April 2020</li> <li>• May 2020</li> <li>• June 2020</li> </ul>	January 2020-December 2020

Activities	Subtasks/Deliverables	Timeline
	<ul style="list-style-type: none"><li>• July 2020</li><li>• Aug 2020</li><li>• Sep 2020</li><li>• Oct 2020</li><li>• Nov 2020</li><li>• Dec 2020</li></ul>	

MEMORANDUM OF UNDERSTANDING  
BETWEEN  
LOS ANGELES COUNTY DEPARTMENT OF PUBLIC HEALTH  
AND  
LOS ANGELES COUNTY CHILDREN AND FAMILIES FIRST – PROPOSITION 10 COMMISSION  
  
AFRICAN AMERICAN INFANT AND MATERNAL MORTALITY (AAIMM) PREVENTION INITIATIVE

EXHIBIT B – BUDGET

TERM: Date of Execution – June 30, 2021

BUDGET SUMMARY	
CATEGORY	AMOUNT
Personnel	\$ -
Contracted Services (Excluding Evaluation)	\$ 315,000
Equipment	\$ -
Travel and Training	\$ -
Supplies	\$ -
Other Expenses	\$ -
Indirect Costs - Administration	\$ 35,000
TOTAL COST	\$ 350,000